



PRIMARY CARE TODAY

International Centre, Hall 5

May 6 – 8, 2010

GENERAL EVENT INFORMATION

MOVE-IN DATE & TIME:

**WEDNESDAY, MAY 5 2010
8:00 AM TO 8:00 PM**

EXHIBITING DATES & TIME:

**THURSDAY, MAY 6 2010
7:30 AM TO 3:30 PM**

**FRIDAY, MAY 7 2010
7:30 AM TO 3:30 PM**

**SATURDAY, MAY 8 2010
7:30 AM TO 11:30 AM**

MOVE-OUT DATE & TIME:

**SATURDAY, MAY 8 2010
11:30 AM TO 12:30 PM
(For pop-up and hand carried only)
1:30 PM TO 4:30 PM
(For all exhibit houses and any large exhibits)**

LOCATION:

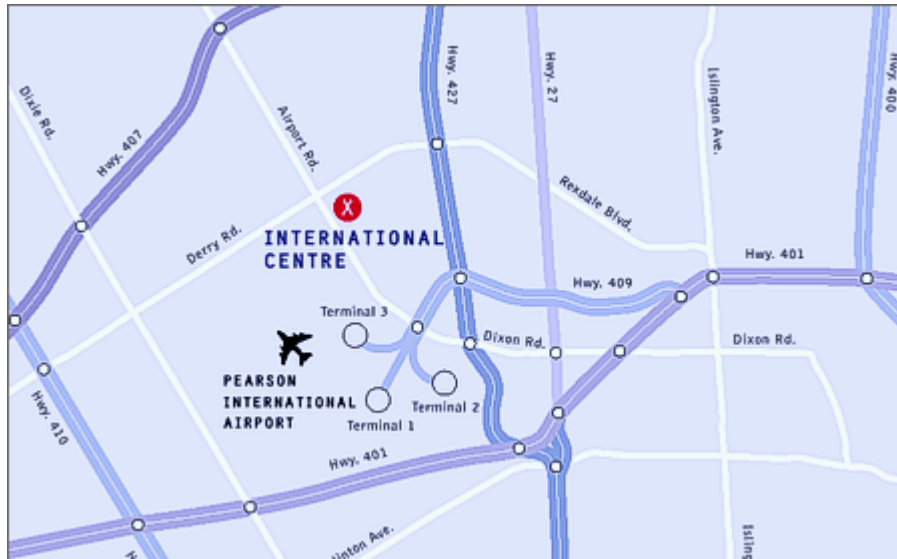
**INTERNATIONAL CENTRE
HALL 5
6900 AIRPORT ROAD
MISSISSAUGA, ONTARIO, L4V 1E8
PHONE: 905 677-6131
www.internationalcentre.com**



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EVENT PRODUCER:

**DIVERSIFIED BUSINESS
COMMUNICATIONS - CANADA**
421 BENTLEY STREET, UNIT 1
MARKHAM, ONTARIO, L3R 9T2
TOLL - FREE: 888 443-6786
FAX: 905 479-1364

EVENT PERSONNEL:

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VP Medical Group

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Group Conference Director

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EVENT MANAGEMENT:

Throughout the entire conference, Event Management will maintain an Information Booth on the conference floor to assist all exhibitors and attendees.

ORDER EARLY AND SAVE MONEY!

In the event business, all suppliers charge a premium for on-site orders. When you order at the event it is necessary for our suppliers to go back to their warehouse and prepare the order. Ordering early will save you time and money.

All due dates on the **Deadline Checklist** reflect discounted price deadlines. Please take note of these deadline dates as ordering on-site can add at least 20% to your overall costs.

BOOTH INCLUDES:

Every 10' x 10' booth will be set with an 8' high back-wall drape and a 3' high side-wall drape (excluding island pavilions).

FREE MATERIALS HANDLING The cost for unloading, spotting and loading exhibit materials is included in the booth space cost. All incoming shipments must have a Bill of Lading or delivery receipt of the number of pieces and weight. Exhibitors having special handling requirements are requested to contact Freeman Decorating.

THE EXHIBIT HALL IS NOT CARPETED. Please do not forget to order your carpet, tables, and chairs for your booth space, as these arrangements are the responsibility of the exhibitor. You may order these items from Freeman Decorating or from a supplier of your choice.

CLEANING SERVICES

It is the Exhibitors responsibility to order cleaning services for interior booth cleaning. Primary Care Today will provide cleaning for aisles, meeting rooms and common areas.

If you have empty boxes in your booth or in the on-site storage area, please notify the Primary Care Today staff at the Information Booth for recycling.

COAT CHECK:

A complimentary checkroom will be available throughout the event.



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DECORATOR & DISPLAYS:

Primary Care Today and Freeman Decorating are offering a **Booth Special**. The rental package includes installation and dismantling by Freeman Decorating. Your booth is ready before you arrive with no labour or trucking costs, and includes panels, carpet, company ID sign, draped table and chairs.

To order, please complete the [Booth Package Show Special](#) order form.

Freeman Decorating is the official decorator for Primary Care Today. Freeman Decorating services include: furniture rental, carpet, drapes, signage, labour, plants and floral, plus design and set up of custom rental displays.

ENTRY TO THE EVENT:

Attendees must fully register before entering the exhibit floor.

Event Management reserves the right to refuse admission to the event to any visitor, exhibitor, or contractor who, in the opinion of Event Management, is unfit, intoxicated, or in any way creating a disruption to the event.

EXHIBITOR BADGES:

Each exhibitor will receive a badge for entrance to the event. All badges will be available for pick-up at the Registration Counter during move-in or during the event. There are no restrictions to the number of exhibitor badges available per company.

For security reasons, you will be required to wear your exhibitor badge in a prominent location when entering the exhibit floor. Event Management reserves the right to control entry into the University of Toronto lecture rooms. Exhibitors will be admitted only if space is available.

No exhibitor is allowed to attend the Industry Sponsored Symposia sessions unless they are members of the sponsoring company and space is available.

HOTELS AND TRAVEL:

Reserve your room rates **BEFORE FRIDAY APRIL 5**

- Westin Bristol Place - \$149.00
- Toronto Airport Marriott - \$145.00
- Quality Suites - \$129.00 – 149.00
- Travelodge - \$99.00 - \$120.00

To reserve your hotel room go to: www.myprimarycare.ca/pct/Hotel/Travel/hotel.html



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INSURANCE:

Neither Event Management nor the building owners will accept responsibility for injury to persons, loss of or damage to products, exhibits, equipment, or decorations, by fire, accident, theft or any other cause while in the building or on the grounds. Laptops and small items of value should be removed at the end of each exhibit day.

Exhibitors must provide adequate insurance for their own personnel, exhibits, and materials against all such hazards.

Canfinse Group Inc. is the leading Exhibitor Insurance provider, offering “all risks” coverage with high limits and low premiums to thousands of exhibitors across Canada. To order your exhibitor insurance fill out the form provided or go to www.exhibitorinsurance.com

PARKING:

Parking is FREE at the International Centre. Enter via Airport Road at the south entrance and follow the signs to Hall 5.

SECURITY:

Security will be provided throughout the event. It is your responsibility to exercise caution and to safeguard your property and belongings. For security reasons, no large equipment may be removed from the exhibit floor without Event Management authorization. Laptops and small items of value should be removed at the end of each exhibit day.

TRANSPORTATION SCHEDULES & TAXI SERVICE:

Complimentary Taxi Phones are located in each hall entrance at the International Centre.

Complimentary Shuttle service will be provided between the International Centre and key hotels and the closest GO bus station at half hour intervals, not including lunch times.

TELEPHONES & CASH MACHINES:

Public telephones are located in all main lobby areas throughout the facility for your convenience.

Cash ATM's are located in the lobby of Hall 5.